

High School to College and Career Pathway: Secondary

Area of Study: Marketing Education

Pathway: Marketing Management

Middle School		State Requirements			High School Suggested Education Plan				College & Careers
7 th Grade	8 th Grade	Middle School		High School	9 th Grade Suggested	10 th Grade Suggested	11 th Grade Suggested	12 th Grade Suggested	Beyond High School
Language Arts 7 1.00	Language Arts 8 1.00	2.00	Language Arts	3.00	Language Arts 9 1.00	Language Arts 10 1.00	Language Arts 11 1.00	(1 additional credit—class of 2011)	There are a number of options for education and training beyond high school, depending on your career goals. > Certificate > Associate degree > Bachelor's degree > Professional degree > On-the-job training > Apprenticeship > Military training
Pre-Algebra 1.00	Elem. Algebra or Applied Math 1.00	2.00	Math	2.00	Geometry or Applied Math II 1.00	Intermediate Algebra 1.00	Accounting 1.00		
Science .50	Science 1.00	1.50	Science	2.00	Earth Systems 1.00	Biological Science 1.00	(1 additional credit—class of 2011)		
Utah Studies .50	U.S. History I 1.00	1.50	Social Studies	2.5	Geography for Life .50	World Civilizations .50	U.S. History II 1.00	U.S. Government and Citizenship .50	
P.E. 1.00	Health .50	1.50	P.E./Health	2.00	Participation Skills and Techniques .50	Fitness for Life .50 / Health Education .50 Lifetime Activities or Sport .50			
The Arts .50	The Arts .50	1.00	Fine Arts	1.50	Fine Arts Courses 1.50				
			Financial Literacy	.50			Financial Literacy .50		
Keyboarding .50			Computer Tech.	.50	Computer Technology .50				
CTE Intro 1.00		1.00	Career and Technical Education	1.00	Career and Technical Education Recommended Pathway Courses (Students may select individual courses for exploration, or a complete Pathway for an in-depth focus.) CLASS AVAILABILITY MAY VARY AT YOUR HIGH SCHOOL				
Workforce Trends Advertising, marketing, promotions, public relations, and sales manager jobs are highly coveted and will be sought by other managers or highly experienced professionals, resulting in keen competition. College graduates with related experience, a high level of creativity, and strong communication skills should have the best job opportunities. In particular, employers will seek those who have the computer skills to conduct advertising, marketing, promotions, public relations, and sales activities on the Internet. Get the Facts According to the U.S. Department of Labor, advertising, marketing, promotions, public relations, and sales managers held about 646,000 jobs in 2004.		Core Curriculum and elective requirements may vary district to district. Check with your school counselor. Concurrent enrollment course offerings vary by school and district. Many Utah post-secondary programs accept high school courses toward a two- or four-year degree through concurrent enrollment. Check regional post-secondary Pathways for details.		Course #	Foundation Courses: (required)	Credit	1.00 credit	Sample Occupations > Advertising Account Executive > Advertising Production Manager > Brand Manager > Marketing Education Teacher > Marketing Manager > Market Research Analyst > Promotions Manager > Public Relations Account Executive For more information on salary projections, labor market demand, and training options, visit www.careers.utah.gov .	
					Choose A / B or Semester / Advanced				
				08.0708	Marketing A	.50			
				08.0708	Marketing B	.50			
				08.0711	Marketing Semester	.50			
				08.0709	Marketing Advanced	.50			
					Elective Courses:		2.00 credits		
				08.9904	Advertising / Promotion	.50			
				08.0710	Customer Service	.50			
				08.0802	e-Commerce	.50			
				08.0601	Economics	.50			
				08.0301	Entrepreneurship	.50			
				08.0101	Fashion Merchandising	.50			
				08.0199	Fashion Merchandising, Advanced	.50			
				08.0211	Leadership Principles	.50			
				08.1701	Real Estate	.50			
				08.0705	Retailing	.50			
				08.0903	Sports & Entertainment Marketing	.50			
				08.0901	Travel & Tourism	.50			
				52.0312	Accounting I	.50			
				52.0211	Business Management	.50			
				52.0441	Business Law	.50			
				32.0199	Student Internship (Critical Workplace Skills)	.50			
							3.00 credits for completion		

Note For more information, talk to your school counselor.

